

Autumn harvest along Utah's "Fruit Way," Hwy. 89, Box Elder County

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GARY R. HERBERT
Lieutenant Governor

**Governor's Office Of
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MANAGING DIRECTOR'S MESSAGE

Leigh von der Esch



It has been a busy fall season at the Utah Office of Tourism. In September, I traveled to Washington, D.C. with a delegation of Utah tourism leaders for the Travel Leadership Summit. Participants included representatives from Ski Utah, Ogden Convention and Visitors Bureau, Utah Tourism Industry Coalition, Salt Lake Convention and Visitors Bureau and private industry. A Utah hosted dinner included Dick Marriott, Senator Bob Bennett and Congressman Chris Cannon. Tourism related issues were discussed with Congressman Rob Bishop and Congressman Jim Matheson, including immigration, transportation, scenic byways and national parks funding. The trip also included a meeting of the Western States Tourism Policy Council.

You may have heard our new "Life Elevated" reports on KSL Radio. The goal of the series of spots, over the next few months, is to educate regional listeners on Utah destinations and events travelers can visit on a single tank of gas. The reports are recorded weekly to highlight annual

festivals and attractions. So far, we have featured Dead Horse Point State Park, Peach Days in Brigham City, Melon Days in Green River, Salt Lake City's Greek Festival, and a new event at Antelope Island featuring hot air balloons. Meantime, our national ads are in market, appearing in travel magazines and on television in targeted markets.

Finally, the Office of Tourism is gearing up to host the National Tour Association in Salt Lake City in November. We hope you can join us for this important conference. We appreciate all you do to promote Utah as a year-round tourism destination.

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\$1.86 MILLION AWARDED FOR CO-OP MARKETING PROJECTS

Members of the Utah Board of Tourism Development met in Brigham City on September 14 and approved more than \$1.86 million for the second year of funding for Utah's Cooperative Marketing Program. The co-op program allows non-profit tourism entities to promote Utah to out-of-state visitors.

The board approved 49 of the 56 applications. In all, applicants requested more than \$2.7 million in state funding. The board set aside nearly \$522,000 of the \$2.3 million available this fiscal year for special opportunities.

"We are pleased that the board was able to fund advertising projects designed to increase visitation to Utah in 23 of the state's 29 counties," said Leigh von der Esch, managing director of the Utah Office of Tourism.

"This is the second year we have been able to leverage the state's advertising program with local matching dollars." Last year, 48 applications were funded totaling more than \$1.89 million.

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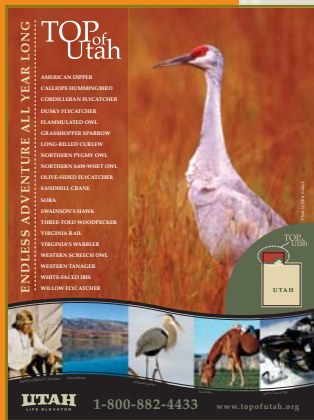
UTAH SCENIC BYWAY PROJECTS RECEIVE FEDERAL FUNDING

Eleven projects along Utah's state and nationally designated scenic byways recently received funding approval for nearly \$787,000 in the 2006 National Scenic Byways Program grant cycle. The National Scenic Byways Program is program of the Federal Highway Administration (FHWA) under the auspices of the U.S. Department of

Transportation. Utah's Funding is part of \$25.5 million in FHWA grants awarded to 309 projects in 45 States earlier this month by Acting Secretary of Transportation, Maria Cino.

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This "Top of Utah" ad was the result of a co-op allocation awarded to the counties of Box Elder, Cache and Rich to promote the region to out-of-state visitors



The cooperative marketing program helps to support worthwhile regional festivals and events like the Moab Music Festival

Those eligible for the co-op funding program include cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities that have been established as non-profit for a minimum of one year. The Utah Office of Tourism will match up to 50% of the cost of a marketing project. All projects must utilize the Utah "Life Elevated" brand and feature a call to action.

For more information on the state's Cooperative Marketing program, contact the UOT, 801-538-1900 or visit travel.utah.gov/co-opmktg.htm

For questions regarding the Cooperative Marketing Program, contact your Board of Tourism Development regional representative:

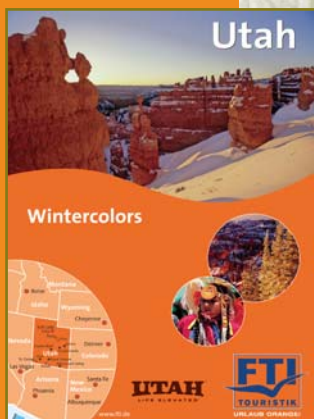
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Hans Fuegi
Cooperative Marketing Program Chair

**TOTAL AWARDS
\$1,861,819**

1.	American Dream Foundation/Union Station Foundation	\$30,000
2.	Box Elder County Tourism Office	\$6,075
3.	Castle Country	\$2,502
4.	Davis Area Convention and Visitors Bureau	\$33,775
5.	Heber Valley Railroad Authority	\$15,000
6.	Historic District Improvement Company	\$20,900
7.	Huntsman World Senior Games	\$75,000
8.	Moab Arts Council	\$6,600
9.	Moab Music Festival	\$6,900
10.	Ogden Weber Convention and Visitors Bureau/Weber Co.	\$220,235
11.	Panguitch Main Street, Inc.	\$5,000
12.	Park City Convention and Visitors Bureau	\$250,000
13.	Park City Jazz Festival	\$25,000
14.	Park City Jazz Festival (IAJE)	\$25,000
15.	Park City Performing Arts Foundation	\$91,010
16.	Pioneer Theater Company	\$35,000
17.	Salt Lake Convention and Visitors Bureau	\$75,000
18.	Salt Lake Convention and Visitors Bureau/Clark Planetarium, Utah Museum of Fine Arts, Thanksgiving Point Institute, Red Butte Garden	\$75,000
19.	Utah Festival Opera Company	\$39,125
20.	Utah Shakespearean Festival	\$99,325
21.	Utah Ski & Snowboard Association / Ski Utah	\$132,000
22.	Wasatch Western Heritage, Inc.	\$12,000
23.	Wayne County Travel Council	\$11,360
24.	West Valley City	\$29,500
25.	Cache Valley Visitors Bureau/Box Elder County Tourism, Rich County Tourism	\$26,453
26.	Castle Country/ Moab Area Travel, Dinosaurland, Moab, Canyon Country	\$16,899
27.	Dinosaurland Travel Board	\$7,653
28.	Four Corners Heritage Council	\$8,125
29.	Friends of the Moab Folk Festival	\$15,000
30.	Juab Travel Council	\$3,750
31.	Olde World Historical Council/Dickens' Christmas Festival	\$10,000
32.	Sevier County Travel Council	\$10,000
33.	Utah Valley Convention and Visitors Bureau	\$65,825
34.	American West Heritage Center	\$20,000
35.	America's Freedom Festival/Utah Valley Convention and Visitors Bureau	\$25,550
36.	Canyonlands USA	\$18,000
37.	Ogden Union Station Foundation/American Dream Foundation	\$7,550
38.	Red Rock Golf Trail	\$40,000
39.	Underdog Foundation - Park City Culinary, Wine & Ski Classic	\$6,146
40.	Alta Resort Association/Salt Lake Convention and Visitors Bureau	\$28,000
41.	Carbon County Fairgrounds and Exhibition/Events Center	\$6,551
42.	Castle Country/Visitor's Guide	\$16,500
43.	City of St. George - Community Arts and Exhibits Division	\$15,000
44.	City of St. George - Community Arts and Exhibits Division	\$7,500
45.	Heber Valley Chamber of Commerce - Golf Wasatch	\$25,000
46.	Heber Valley Chamber of Commerce - Snowmobiling	\$20,000
47.	Kimball Art Center	\$67,511
48.	Ogden Union Station Foundation/Golden Spike Heritage Foundation	\$36,000
49.	SunParks, Inc.	\$37,500

GERMAN MARKET PROMOTIONAL TRADE ACTIVITIES



Collateral materials such as this poster for FTI's Utah Wintercolors German campaign market winter travel and adventure in Utah's national parks

FTI, Germany's 5th largest North American tour operator contracts directly with Utah hotels and ranches sending the state an estimated 5,000 visitors annually. FIT is currently promoting winter visits to Utah's national parks. A special Utah Winter Colors flyer has been created as well as a Utah poster for travel agency window displays

CANUSA will conduct a direct mail campaign focusing on their expanded Utah ski products. This year, CANUSA's— winter catalogue includes 4 pages of Utah winter holiday options. A personal letter from CANUSA's president, along with a Utah

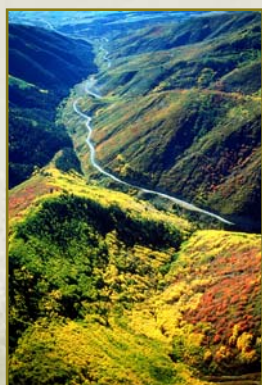
ski flyer, will be sent to 10,000 private ski client addresses.

Neckerman, another major German tour operator, is producing 1.4 million copies of their USA catalog. As Condor is expanding their air service into Las Vegas (4 flights per week from Frankfurt), they are creating a special "early bird" booking promotion for Utah national park visits. Clients who book before December 11 and plan to visit at least three Utah national parks will receive a free Park Pass. In addition, Utah State Park Passes will be provided to the early bookers.

Fast Fact:

The **Salt Lake Tribune** reported that beer is big business in Utah. According to the **Tribune** article, those who produce, distribute and sell beer say it generates three-quarters of a billion dollars in Utah each year and provides jobs for 10,670 Utahns, directly or indirectly.

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The Energy Loop, Huntington/Eccles Canyons National Scenic Byway

Utah's funding will be used to make a variety of improvements to the state's collection of scenic byways which lead travelers through alpine settings in northern Utah to red rock and national parks in the southern part of the state. In addition to making improvements, the funding allows for development of interpretive and promotional materials to benefit travelers in rural Utah.

Logan Canyon National Scenic Byway: Touch Screen Interpretive Kiosks	\$24,000
Logan Canyon National Scenic Byway: Civilian Conservation Corps (CCC) Amphitheater Inventory & Assessment	\$23,357
Flaming Gorge - Uintas National Scenic Byway: Cart Creek Culvert Safety Improvement	\$174,500
Flaming Gorge - Uintas National Scenic Byway: Corridor Management Plan Implementation	\$25,000
The Energy Loop, Huntington/ Eccles Canyons National Scenic Byway: Parking Improvements and Kiosks	\$255,400
The Energy Loop, Huntington/ Eccles Canyons National Scenic Byway: Helper Western Mining & Railroad Museum Expansion	\$100,000
Nebo Loop National Scenic Byway: Corridor Management Plan Implementation	\$24,980
Scenic Byway 12, All-American Road: Interpretive Wayside Exhibits Design	\$62,800
Scenic Byway 12 All-American Road: Corridor Management Plan Implementation	\$50,000
The Patchwork Parkway (Utah Highway 143 between Parowan and Panguitch): Virtual Tour Development	\$21,748
The Trail of the Ancients National Scenic Byway: Corridor Management Plan Implementation	\$25,000

Utah has 27 state and nationally-designated scenic byways. For more information on Utah's scenic byways, visit <http://www.byways.org/browse/states/UT>

UTAH FILM COMMISSION ANNOUNCES FOURTH ANNUAL COMMERCIAL CONTEST CALL FOR ENTRIES

The Utah Film Commission is soliciting entries for their fourth annual commercial contest. Contestants may submit up to four 30-second commercial campaign-style or individual commercials. The contest is open to the public and there are no age or experience prerequisites. Applications and guidelines are available on the Film Commission's website, www.film.utah.gov. Applications of intent are due October 31, 2006 and final Mini DV submissions are due November 30, 2006.

The commercial contest was developed 2003 to give local filmmakers the opportunity to showcase their work while promoting the state of Utah as a location for filming. Industry professionals judge all contest submissions. All submitted footage becomes the property of the Utah Film Commission. To view past winners, visit www.film.utah.gov/out_takes/commercial_contest

The four winning commercials will be announced December 15, 2006 at the semi-annual Utah Film Commission Film Industry Luncheon. Filmmakers receive \$1,500 for each winning spot. In addition, the winning commercials will air over 130 times on Park City Television's "In The Can" program during the 2007 Sundance Film Festival in January. This show has become essential viewing for many motion picture executives and festival participants. Winners will also be able to participate in various 2007 Sundance Film Festival activities including screenings, receptions, and official parties.

"Once again we are excited to offer this tremendous opportunity to our local community of talented filmmakers," said Aaron Syrett, director of the Utah Film Commission. "Our state has so much to offer and this contest helps showcase the exceptional film infrastructure here. The commercial contest has been one of our most ambitious endeavors and has proved well worth it. It gives participants a chance to produce work with a great deal of potential and gives winning contestants immediate exposure. It also gives the film commission a chance to see emerging talent and aspiring industry professionals."

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Formed in 1974, the Utah Film Commission is a member of the Association of Film Commissioners International (AFCI). The mission of the Film Commission is to create high-paying quality jobs within the motion picture industry, market the entire state as a location for film and commercial production and to promote the use of Utah support services and professionals. The Film Commission is client-driven, servicing in-state, out-of-state and international production companies alike.

OFFICE OF TOURISM STAFF OUT AND ABOUT

Spotlight: ESTO Conference, Minneapolis

August 19 - 22, Utah Office of Tourism staff, Leigh von der Esch, Mike Deaver and Dave Williams attended TIA's Educational Seminar for Tourism Organizations (ESTO) in Minneapolis, Minnesota. They were joined by tourism partners Nan Groves-Anderson representing UTIC, Pat Holmes from the SLCVB, Garth Day and Joan Hammer of Box Elder County, Joel Racker from the Utah Valley CVB and Kay Conner from Kane County.

ESTO Speakers included Jay Rasulo, Chairman of Walt Disney Parks and Resort National Chair; Mark Addicks, Chief Marketing Officer for General Mills; Ray Warren, President of Carat Media Group Americas; Roy Williams, President of Roy H. Williams Marketing, also known as the "Wizard of Ads."



Joel Racker, Utah Valley CVB, and Nan Groves Anderson, UTIC, anticipate the start of a three-legged race at Camp Minnesota, the closing awards-banquet event at ESTO.

Photo courtesy ESTO website

9/21-10/1	German media to bike southwestern Utah on assignment for <i>TREKKINGBIKE</i> and <i>TOUR</i> magazines
9/25	Canadian Addison Travel Trade Show, Montreal, Quebec
9/26	Canadian Addison Travel Trade Show, Ottawa, Quebec
9/27	Canadian Addison Travel Trade Show, Toronto, Ontario
9/27-28	Philippino television to film Ringling Bros. Circus in Salt Lake and area attractions
9/28	Canadian Addison Travel Trade Show, London, Ontario
10/6-14	German <i>AMERICA JOURNAL</i> travel magazine to join Everett Ruess Days
10/2-8	San Juan and Grand counties will host German newspaper <i>GIESSENER ANZEIGER</i>
10/5-8	Writer for Delta Sky Magazine to visit Best Friends Animal Refuge and Kanab area
10/6	Board of Tourism Development Meeting, Vernal, UT
10/11-13	Marketing Outlook Forum / TIA, Boca Raton, FL
10/18-24	German travel agents will tour national parks, Highway 12 and St. George
10/19-21	Adventure Travel World Summit, Seattle, WA
10/28-11/4	Belgian national newspaper and bike magazine visits Moab and Salt Lake City
11/3	Board of Tourism Development Meeting, Salt Lake City, UT
11/3-7	NTA 2006 Annual Convention, Salt Lake City, UT
11/6-9	World Travel Market 2006, London, England
11/25-28	FIT, Travel / Consumer Exhibition, Argentina
12/2	Grand Circle Association Meetings, Moab, UT
03/7-11	ITB, Berlin
04/21-25	Pow Wow International, Anaheim, CA



UTAH OFFICE OF TOURISM

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UTAH IN THE NEWS



The **Cincinnati Post** recently placed an on-line feature article, "Explore Nature's Arching Wonders" which mentioned Arches Nat'l Park; the College of Eastern Utah Museum; Flaming Gorge Nat'l Recreation Area; Goblin Valley State Park; The Grand Staircase-Escalante Nat'l Monument; Dead Horse Point State Park; The Grand Circle and Zion, Bryce Canyon, Capitol Reef and Canyonlands Nat'l Parks. It also discussed Monument Valley Navajo Tribal Park's visitor center museum exhibits on the World War II Navajo Code Talkers who created an unbreakable code based on the Navajo language for American troop communications.

Delta Airlines and Salt Lake City International Airport officials say non-stop international flights could be a reality by summer 2007 reports the **Deseret Morning News**. Service would most likely be between Paris' Charles de Gaulle Airport or possibly London's Heathrow. A Delta spokesman indicated the key to bringing trans-Atlantic service to Utah lies in cooperation between the airline and local officials which may include marketing assistance and other incentives.

According to the **Associated Press**, August 2006 was very good to SkyWest, a regional carrier for Delta Air Lines and United Airlines. The company said traffic grew 101.3 percent to 1.43 billion revenue passenger miles, up from 710 million in August of last year.

Backpacker Magazine featured stunning Utah photos of rappelling Zion's Pine Creek and a two-page image of a base camp in Paria Canyon, just downstream of its confluence with Buckskin Gulch. The magazine also had a Spotlight on Glen Canyon including an interview with Ken Sleight who's rafted the canyon over the last 55 years. The Adventure Vacations section focused on hiking Paria Canyon the longest, continuously narrow canyon in the world.

In a feature called "Game Time," **Cowboys and Indians Magazine** gave prominence to the entrées at Park City's Glitretind restaurant in the Stein Eriksen Lodge, which include buffalo, elk, wild boar, rabbit, duck and caribou.

National Geographic Adventure Magazine's "Your Kind of Town" section included Provo/Orem for its vicinity to the Wasatch Mountains and the variety of national parks within a 3 or 4 hour drive.

The forces of erosion which shaped Canyonlands Nat'l Park were the focus of an article in **National Parks Summer 2006**, comparing the park's landscapes to the planet Mars. Canyonlands' ancient petroglyphs and ruins were also featured.

RV Journal Summer 2006 chronicled Lake Powell's wide open spaces, water fun and Rainbow Bridge, the world's largest natural stone bridge.

